# **Topics from the Exhibitions / Seminars**

### (1) VoiceCon 2004 — The largest PBX exhibition in the North America (Mar. 1-4, 2004)

- UNIVERGE was publicly announced at VoiceCon 2004, held on Mar. 1-4, 2004 at Orlando, FL, where more than 80 exhibitors attended.
- The VoiceCon 2004 is the premier event on enterprise voice, IP-telephony and converged networks, and it helps participants to decide why, when and how to invest to new technology.
- UNIVERGE concept was presented at NEC booth, as well as the first UNIVERGE press release, that interested quite a few audience at the exhibition.

- A product introduction session conducted by some famous analyst introduced UNIVERGE — that also drew audience's attention.
- 18 articles specific to NEC and UNIVERGE were carried — 14 US media and 4 International, including;

**Business Communications Review** InfoWorld (IDG News Service) CommWeb

Networking Knowledge Base (JSN Newswire)

Converge Network Digest, etc.

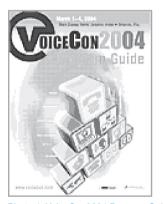


Photo 1 VoiceCon2004 Program Guide.



Photo 2 NEC Booth at VoiceCon2004.

### (2) NEC Advantage Invitational — Annual dealer meeting in Texas (Apr. 4-7, 2004)

- NEC introduced UNIVERGE to selected 200 top NEC dealers on Apr. 4-7, 2004 in Irving, TX and it was well accepted by the dealers.
- This NEC Advantage Invitational is an annual NEC's dealer meeting that NEC and solution partners of NEC will introduce latest products and solutions information.
- Some dealers comment are "NEC have a good

IP solution with UNIVERGE to target IP centric customers." Bundle sales of platform and application/service "will be helpful even for dealers without sufficient IP skills." Also, installation period is now reduced by the new tool "Installation Manager." "This will drastically reduce total cost of sales."





Photo 3 NEC Advantage Invitational: Annual dealer meeting.

## (3) NEAX Users Conference — NEAX users meeting sponsored by NEAX Users Group, Inc. in Florida (May 24-26, 2004)

• Over 200 NEAX users attended the 22nd NEAX User Conference on May 24-26, 2004 at Tampa, FL. It was the first UNIVERGE exhibition to the existing NEAX customers. Through the numerous sessions at the Conference, the customers gained a better understanding on NEC's pure-IP solution by UNIVERGE, as well as the migration strategies for VoIP.





Photo 4 NEAX Users Conference, hosted by NEAX Users Group, Inc.

### (4) NEC Solution Fair 2004 at Taipei (Apr. 21, 2004)

- NEC Taiwan hosted NEC Solution Fair 2004, the first solution fair in Taiwan held on Apr. 21, 2004, and publicly announced UNIVERGE.
- More than 500 visitors joined, and showed strong interest on NEC's new IP architecture presented.
- Mr. Watanabe, GM of Business Networks Division, made an launching speech for UNIVERGE concept.
- The solution introduced at this launching is;

- 1) UNIVERGE SV7000
- 2) UNIVERGE WL series
- 3) UNIVERGE IX series
- 4) UNIVERGE UM series
- 5) NEC Contact Center Solution
- 6) Terminal equipment

and at the NEC booth in the exhibition hall, these core products and solutions were demonstrated.

• NEC will continuously hold such an event to become the No.1 Solution provider in Taiwan.



Photo 5 SV7000 - NEC UNIVERGE.



Photo 6 Launch speech by Mr. Watanabe.



Photo 7 NEC booth in the exhibition hall.

#### (5) Taipei Telecom Show 2004 (Aug. 26-29, 2004)

- NEC Taiwan joined Taipei International Telecom Show on Aug. 26-29,2004 and introduce UNIVERGE products line-up and solutions at its booth.
- Taiwan is historically famous in catching the new demand in the quickly changing IT industry. And this show aims at promoting IP telecom through many activities, and the organizer targets Year 2004 will be the starting year of IP
- Telecom in Taiwan.
- NEC Taiwan got a good feedback from the prospects, University, Government, and other carriers about UNIVERGE IP Telephony solution.
- Keynote speech titled "IP Centrex Service Model for Carrier" of Mr. Ichii, a manager of NEC Corporation, drew the audience's attention and show the strong interest on VoIP service for the enterprise.



Photo 8 Keynote speech by Mr. Ichii.



Photo 9 NEC booth at Telecom Show.

### (6) Bangkok International ICT Expo 2004 — Largest ICT Innovation Platform in Thailand (Aug. 4-8, 2004)

- UNIVERGE was showcased at the ICT Expo 2004, held from Aug. 4-8, 2004 in Bangkok, Thailand, where more than 290 exhibitors participated.
- UNIVERGE concept was presented at NEC's booth.
- Major visitors to the NEC's booth includes the Prime Minister of Thailand (Dr. Thaksin Shinawatra), the Japanese Vice Minister of Post and Administration, and the Minister of Post & Telecom of Myanmar. The Minister and Vice Minister of Thailand's ICT Ministry and their Deputy Permanent Secretaries also visited the
- NEC booth as did the Minister of Transportation Ministry. Senior executives from Bank of Ayudhaya, Big C, TV Channel 3, Post Database Editor, Bangkok Post and business partners such as Microsoft, Samrt and CSP to name a few.
- Mr. Norihiko Kunishima, Senior Vice President of NEC Corporation, and other Senior NEC executives officiated at the grand opening of the NEC booth.

• A total of 1,653 visitors to the NEC exhibition booth completed feedback forms. Amongst them, 169 were decision makers, 452 were influencers and 1,032 were users.



Photo 10 Poster of Bangkok International ICT Expo 2004.



Photo 12 Senior NEC executives.



Photo 11 NEC booth at ICT Expo 2004.

#### **ICT Expo UNIVERGE Layout**

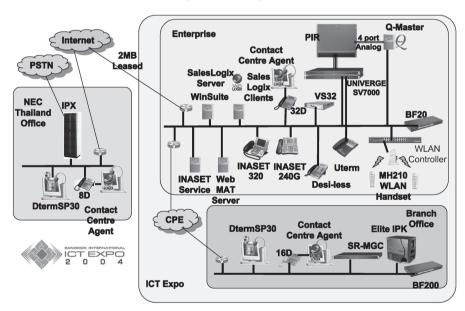


Fig. 1 ICT Expo UNIVERGE layout.